



2023 Consumer Privacy



Vendor Checklist

“Questions to ask your Data Partners to better safeguard your customer data.”

What data are your partners collecting?

Are your partners collecting IPII? Are they collecting browsing data (PI)? Or credit card data? Do they maintain an identity graph?

How is the data your partners collect being used?

Are they data sharing? Combining data? Or Selling data?

How is data being stored by your data partners?

Is PII and PI data kept separate? Is data hashed? Or anonymized?

Are your data partners in compliance with privacy laws?

Are they GDPR compliant? Are they CCPA compliant?

An Advertiser's Guide
To Data Privacy 2023

AN ADVERTISER'S
GUIDE TO DATA
PRIVACY IN 2023

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Common Pitfalls



Excessive or unnecessary collection of data



Consent Management: Opt-in, Opt-out, Unsubscribe



State/Country compliance



Data Management policies/Employee Training








Ongoing monitoring: Privacy assessments



Vendor compliance



Competitive Advantages

-  Non-compliance can lead to distraction and expense
-  Trust + Loyalty = Increased Sales
-  Privacy Compliance changes drive operational efficiencies
-  High quality data leads to better consumer experiences
-  Increased brand equity

